



Simon Gault

TURNING VIRTUAL LIKES INTO TANGIBLE SALES

MasterChef Simon Gault has a remarkable talent for bringing together the best people, tastes and techniques from around the World. As an executive

chef, Simon has guided restaurants to become Restaurant Of The Year on multiple occasions. New York's Influential magazine - Conde Naste has recognised one of Simon's restaurants as being within the Top 50 in the world.

Simon Gault has his own range of cookbooks, seasonings, stocks, deli shop, previous MasterChef Judge with an intensive filming schedule.

TRAFF1K
DIG1TAL
WAS
ENGAGED
TO:

- Gain additional 3000 email subscribers.
- Expose products for sale and locations to purchase.
- Implement digital strategy.
- Implement Facebook campaign application design and promotion.
- Social Media Management.

ANALYSIS:

Already managing the Social Media Strategy for Simon Gault with in-depth knowledge of fans, a simple further analysis of historical Mother's Day trends and partner accounts for Briscoe's, Sous Chef and Countdown were analysed to finalise our strategy.

Historical Mother's Day trends | Briscoes, Sous Chef and Countdown

STRATEGY:



CONCEPT DESIGN:



RESULTS:

+11,000	+250	+1,370	4,791	8,731	746,000
CLICKS ON COMPETITION LINK	COMMENTS	LIKES	SHARES	EMAIL ADDRESSES GAINED FOR MARKETING	REACH

Source: Simon Gault Facebook, Mother's Day, 10 May 2015.